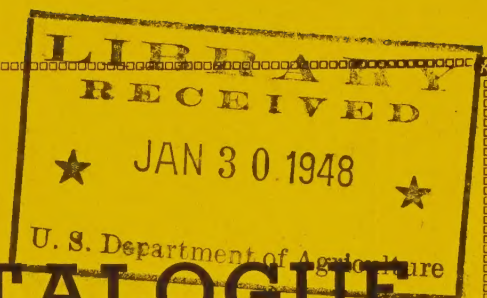


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CATALOGUE



Beauty's
Blush

Vennard's Famous Gladiolus



1948 Season

Cutler & Vennard Nursery

P. O. Box 394

SIoux CITY, IOWA

E. L. VENNARD, Pres.
Phone 6-6895

WM. H. VENNARD, Sec.-Mgr.
Phone 6-7523

Nursery Telephone 9419



The building pictured here is the storage house where our bulbs are kept through the winter. It is a 32-foot by 50-foot building, well insulated; and heated by an oil-burning forced air system. The temperature is held at 38 to 40 degrees through the winter and spring season and that is the best thrip-control we know anything about. All bulbs are dried and cured out of doors as much as possible, during the digging season. All bulbs are hand cleaned and graded and State inspected before shipping to you.



ARE YOU A MEMBER OF
North American Gladiolus Council?

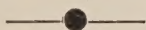
The council is a comparatively new organization comprising more than a thousand Gladiolus Fanciers and commercial growers with membership from coast to coast, and in Canada. They publish a very fine quarterly magazine, filled with many fine articles relative to Glads; and is very helpful in keeping the average grower familiar with the better varieties to grow for show purposes as well as for florist and home uses. It also carries advertising from most of the best growers of the country.

We will send without charge a dozen fine bulbs, our selection, to anyone for a \$1.00 subscription to the Council Magazine, or it may be mailed direct to C. D. Fortnam, Tyler Hill, Penn., or to Thomas Manley, Secretary, Oglebay Park, Wheeling, W. Va.

Greetings and Thanks

We cannot start a new catalogue out without a word of greeting to the many customers who have patronized us in years past. To those hundreds of good folks we say thank you—and we hope we will hear from all of you again this year. If you have a complaint—or a compliment—let us hear about it. We are always happy to adjust any complaint; and we all like to hear something nice about ourselves—don't we? Our growing season was a little on the dry side, although we did manage to irrigate a good portion of our better glads—and September rains brought the bulbs along in very good shape. We try to always be generous in filling orders, and to supply extra things without charge in the hope that folks will find a new thrill in a new flower, just like we do. We like to have letters from our customers about glads—and enjoy answering them. If we can help anyone to grow better flowers, we feel that it is time well spent.

Our Nursery is located 1½ miles north-east of Sioux City on Highway No. 75, and visitors are always welcome. We will have several thousand seedlings blooming in late August and September, and maybe you can help us pick out a winner! Drive out and see us.



Read This Before Buying Your Bulbs

Growing good gladiolus blooms is not exactly an easy task. They appreciate and require good culture and care. In the first place, if you purchase bulbs before planting time, they should be stored in a dry place, as cool as possible above freezing temperatures. About the time the trees get their leaves they should be planted, but before planting they should be dipped in an antiseptic solution to insure them against disease and thrip; the latter is a destructive insect. We dip ours in Lysol, one ounce to three gallons of water, allowing them to soak over night just before planting. When the plants are six to eight inches high we spray them with a spray of Tartar Emetic, one ounce to three gallons of water with half a pound of brown sugar to the three-gallon mixture. This sweetens it and causes the spray to adhere to the plants. If they are sprayed once a week you are sure to have good blooms. We sometimes spray three times, four days apart, just before blooming starts, and that usually wipes them out as their life cycle is about ten days. Six weeks after blooming your bulbs may be dug and stored as above directed. We try to keep our storage house at about 40 degrees for about six or eight weeks during the winter, which is supposed to destroy any thrip or their eggs. We have not seen any living thrip in our storage house.

Performance of Varieties

Summer of 1947

One swallow does not make a summer. Growing a Glad in our fields for one year does not prove that it is a world-beater or a bum. We did find several of the newer Glads to be very fine and give a fine performance in our soil the first season we have grown them. Among those we grew for the first time, the following left a good impression on our minds: Beauty's Blush was excellent, and should go on to become a fine commercial as well as show variety. A staunch, vigorous grower and stood our extreme heat very well. Another grand number is Orange Gold. We had a few large bulbs, and a couple of hundred No. 5 bulbs. We cut fine spikes from almost every bulb planted. It may be a bit plain, but the color is out-standing, and calls to you to "Come and cut" and put in a vase where it opens up in grand shape. The few thousand bulblets we had germinated and made better than average growth. Trocadero is another lovely glad, with a carrot-color that is very fine for florist use. We planted Spotlight in quantity for the first time, and it appears to be a coming commercial variety. In its second season with us, Huntress again proved to be a good doer in a tough year. The few hundred bulblets we planted after cracking, made mostly No. 2 bulbs, and very fine bulbs, too. Daisy Mae (planted very late) was a high-light for September blooms, and we are going to stock up on that one. Another first-year surprise was Rosy Light from Milton Jack's garden. It seems to be one of the most beautiful of the newer numbers. We are buying more. Van Gold was going fine, but burned a little in our 100-degree weather.

Some of the older varieties that stood the heat well and produced excellent bulbs were: Magnolia, Ethel Cave Cole, Badger Beauty, Golden Teton, Mother Kadel, Marg. Beaton, Blue Beauty, Autumn Gold, Red Charm, Kenwood, Birch Red, Rosy Red, Buckeye Bronze, Wings of Song, Leading Lady, Miss Wisconsin, Valeria, Elizabeth the Queen and others. Purple Supreme, Stoplight, Algonquin, Picardy, and a few others showed some disease virus in the bulbs, probably due to our hot dry season.

We saw Carl Fischer cutting fine blooms from Beauty's Blush grown from No. 6 bulbs, on September 23rd; and that glad really can get a spike up there from small bulbs. We hope Wedgewood and White Christmas will do just as well. Mr. Fischer tries them a long time before naming them. We wish all originators would do as well. We like to try new ones from everywhere, however, and expect to keep on maintaining a trial garden. We probably will pay \$10 per bulb for a few again this year. Hope we get young bulbs!

Home Garden Collections

All young strong medium sized bulbs.

COLLECTION "A"

5 Blue Beauty, Best Blue	10 Lady Jane, Finest Cream
10 Buckeye Bronze, Bronzy Smokey	10 Lantana, Fine Orange
10 King Lear, Tall Purple	10 Margaret Beaton, White, Red Spot
10 Elizabeth the Queen, Fine Lavender	10 Mother Kadel, Best Salmon
10 Golden Teton, Best Yellow	10 Picardy, Best Salmon
10 King Lear, Tall Purple	15 Snow Princess, Dandy White
10 Blaze, Light Red	10 White Gold, Largest Cream White

140 Fine Young Bulbs. With reasonable care all will bloom. Delivered to your home (\$7.65 value) for-----\$6.50

Buckeye Bronze Collection

Best Smokey Glad

10 Large, 10 Medium, 30 Small and 100 Bulblets for-----\$2.50

Orange Gold Special

Finest New Orange

To introduce this fine glad to your garden, we offer two Medium, three Small Bulbs and ten Bulblets for-----\$3.00

You will like this one.

COLLECTION "B"

For those wishing a larger collection, with fewer varieties to keep track of—we offer the following collection, in No. 3 and No. 4 bulbs: All good husky young bulbs.

25 Blaze, Tall Bright Red	25 Marg. Beaton
20 Buckeye Bronze	25 Snow Princess
25 Golden Teton	25 Picardy
20 Elizabeth the Queen	25 White Gold
25 King Lear	10 Algonquin
15 Bernece, Bronzy Yellow	10 Red Charm
15 Ethel Cave Cole	10 King William

(5 Lavender and Gold FREE)

275 fine strong young bulbs, fine assortment, (value \$13.95) for----\$12.00

Our Home Garden assorted collections were so popular the past two years that we have tried to give our friends a newer and better assortment this season, at living prices. Hope you will like them.

GENERAL LIST

(Number following name gives Classification)

Bulblets sold in Packets of about 100, unless otherwise quoted. If you buy in 1,000 lots, ask for Wholesale list. Eight times the 10-price will equal the price per 100.

ALGONQUIN (536)

One of the best early scarlet reds. It is a fine commercial, and very vigorous.

L. 3 for 35c, 10 for \$1.00; M. 10 for 65c; S. 10 for 30c; Bts. 30c Pkt.

ALPINE (300)

Very beautiful ruffled white. A refined show variety.

L. ea. 40c; M. 30c; S. 20c; Bts. 10 for 35c.

ANNAMAE (400)

Very dependable early White. Fine Florist variety.

L. 3 for 35c, 10 for \$1.00.

ASTRID (560)

Clear medium rose. Robust, and propagates well. Fine.

L. \$1.50 each.

AUTUMN GOLD (412) (Fischer)

A very fine late golden yellow. Very richly colored. A fine late florists variety, and makes fine bulbs.

L. 10c ea. 10 for 75c; M. 10 for 60c; S. 10 for 30c; Bts. 35c per pkt.

AVALON (440)

Lovely light pink.

L. 2 for 30c; M. 10 for 65c.

BADGER BEAUTY (466)

A very nice light lavender that is a good grower, and blooms mid-season.

L. 10 for \$1.00; M. 10 for 65c; S. 10 for 30c; Bts. 35c Pkt.

BEACON (436)

Fiery scarlet with cream throat.

L. 10 for 65c; M. 10 for 35c; Bts. 25c Pkt.

BEAUTY'S BLUSH (440) (Fischer)

The outstanding 1947 introduction in our Gardens: Soft blushing pink, beautiful exhibition and commercial variety, and fine grower.

L. \$1.50 ea.; M. \$1.25 ea.; S. \$1.00 ea.; Bts. 12 for \$1.

BENGASI (530)

Light pink. Can be very lovely.

L. \$3 each.

BERNECE

Early bronze-yellow. Good florist variety. Makes wonderful bulbs.

L. 10 for 65c; M. 10 for 40c; S. 10 for 25c; Bts. 25c Pkt.

BIKINI

A very bright orange that is very lovely. Bulblets sold only with bulb order.

Any size bulb \$2.50; 10 Bts. \$2.50 if bulb is purchased.

BINGO

Popular sport of Picardy. Cream tinted pink.

L. 10 for 75c; M. 10 for 40c; Bts. 25c Pkt.

BIRCH RED (450)

A smooth pure medium red with no marking. An excellent show variety.

L. \$3 ea.; M. \$2 ea.; S. \$1 ea.; Bts. 10 for \$2.00.

BIT O'HEAVEN

A reliable orange glad for floral use.

L. 10 for 65c; M. 10 for 35c.

BLACK OPAL

A reliable dark red for the show bench.

L. 10 for 75c; Bts. 30c Pkt.

BLAZE (450)

Light scarlet. Good propagator and cutter.

L. 10 for 65c; M. 10 for 35c; S. 10 for 25c; Bts. 25c Pkt.

BLUE ADMIRAL (378)

An old favorite blue-violet.

L. 10 for 75c; Bts. 30c Pkt.

BLUE BEAUTY (476)

One of the best of the lighter blues. Very good propagator and sure bloomer.

L. 10 for 75c; M. 10 for 40c; S. 10 for 30c; Bts. 30c Pkt.

*How far that little candle
throws its beams! So shines a
good deed in a naughty world.*

—SHAKESPEARE.

BONNEVILLE

Very pretty frosty pink. Opens fine in water.
L. 10 for 75c.

BUCKEYE BRONZE (478)

One of the most popular glads in our Garden. A bronzy brown that will grow any place and has perfect growing habits.

L. 10 for \$1.00; M. 10 for 70c; S. 10 for 30c; Bts. 30c Pkt.

BURMA (462)

A very large heavily ruffled purplish rose. Will hold 10 open and is striking. Will be grown for years.

L. 10 for \$2.00; M. 10 for \$1.25; S. 10 for 50c; Bts. 10 for 25c, \$1.50 per 100.

CASABLANCA

Fine creamy white. Good grower and looks like florist variety. Propagates fine.

L. 10 for \$1.00; Bts. 50c Pkt.

CONNECTICUT YANKEE

Very lovely show glad, light pink with deeper blotch. Propagates slowly in our garden.

L. ea. \$2.00.

CORONA

Well known light pink with rose edging. Very beautiful.

L. 10 for 85c; M. 10 for 65c.

DAISY MAE (441)

One of the outstanding glads in our garden in 1947. Huge grower, orange pink with red blotch.

L. \$1.00 ea.; M. 75c ea.; S. 50c ea.; Bts. 10 for \$1.00.

DRAGON BLOOD:

Very dark red with some ticking. Striking color.

L. \$1.00 ea.; Bts. 10 for \$1.00.

DR. WHITELEY (516)

Very lovely apricott or buff.

L. 25c ea.; Bts. 35 for 50c.

ETHEL CAVE COLE (440)

Very fine light pink for florists. Huge blooms. Great propagator and grower. Habits perfect.

L. 10 for 75c; M. 10 for 40c; S. 10 for 25c; Bts. 25c Pkt.

ELIZABETH THE QUEEN (566)

Lovely popular lavender. The most beautiful lavender grown.

L. 10 for \$1.00; M. 10c for 70c; S. 10 for 30c; Bts. 30c Pkt.



Daisy
Mae

FAY (440)

Pink with a cream throat. It is an extra fine early cut flower, and an excellent grower. Bts. make mostly No. 1 bulbs, and one of Mr. Jack's best.

L. 30c ea.; M. 20c ea.; S. 2 for 25c; Bts. 10 for 25c.

GARDENIA (406)

Popular creamy white florist variety.

L. 10 for 65c; M. 10 for 35c.

FRANCIS M. IRWIN (460)

Very popular lavender rose with dark throat blotch. Makes millions of bulblets. Bulbs look rough but are healthy.

L. 10 for \$1.25; M. 10 for 75c; S. 10 for 50c; Bts. 30c Pkt.

GENGHIS KHAN (432)

A striking medium pink. Very rich color and heavily ruffled. Great show number.

L. 75c ea.; M. 50c ea.; S. 35c ea.; Bts. 15 for \$1.00.

GLEAM (410) (Fischer)

A very beautiful ruffled light yellow. A fine grower and an outstanding new yellow.

L. 60c ea.; M. 40c ea.; Bts. 25 for 75c.

GLOAMING

Light purple with white throat. An early florist number and a splendid grower.

L. 10 for 65c; M. 10 for 35c; Bts. 25c Pkt.

GOLDEN STATE (512)

Clear rich yellow with pink feather. Very fine new variety and has fine growing habits.

L. 50c ea.; M. 75c; Bts. 10 for 40c.

GOLDEN TETON (412)

One of the best glads in our fields. Can be grown large and tall with good care and water. A fine yellow with pinkish shading. Fine habits and healthy.

L. 10 for \$1.00; M. 10 for 75c; S. 10 for 30c; Bts. 30c Pkt.

GRAND MASTER

A tall growing small flowered rich rose red. Very fine color.

L. 10 for 75c; M. 10 for 50c.

GRATITUDE (424) (Fischer)

A fine tall salmon-orange with golden throat. One of the fine numbers from Carl Fischer's garden. A great grower and propagator.

L. ea. 75c; M. ea. 60c; S. ea. 50c; Bts. 25 for \$1.00.

HARMAU

A favorite salmon-red, and popular show glad.

L. 10 for \$1.00.

HILDRED

A popular lavender for florist cutting. Will hold many open.

L. 10 for 75c; M. 10 for 40c; S. 10 for 25c; Bts. 25c Pkt.

HUNTRESS (466)

A great pinkish lavender from Mr. Jack's garden. Can hold 8-10 open nicely and is very early.

L. \$1.00 ea.; M. 70c ea.; S. 45c ea.; Bts. 12 for 75c.

JUNIOR MISS

A nice florist pink from Glad-a-way gardens. Good grower and propagator.

L. 10 for 75c; M. 10 for 50c.

KENWOOD (452) (Lins)

Very brilliant and beautiful red. No blotches or flecking. Good propagator and fine grower.

L. 10 for \$1.60; M. 10 for \$1.20; Bts. 25 for 50c.

KING CLICK (552)

A tall large red, richly colored. Some misplacement but a fine grower.

L. 10 for \$1.50; M. 10 for \$1.00; Bts. 25 for 35c.

KING LEAR (470)

Tall growing well known purple. Very vigorous grower and good propagator.

L. 10 for 65c; M. 10 for 40c; S. 10 for 25c; Bts. 25c Pkt.

KING WILLIAM (530)

Salmon and apricot with a clear cream throat. A Sport of Picardy, and popular florist number.

L. 10 for 70c; M. 10 for 45c; S. 10 for 25c; Bts. 25c Pkt.

LADY JANE (406)

A fine cream glad which florists will accept for yellow. An easy grower and 100% cutter. Always straight and fine blooms. Opens well in water and is a great commercial variety. The best seller we grow.

L. 10 for 85c; M. 10 for 50c; S. 10 for 30c; Bts. 35c Pkt.

LANTANA (420)

A beautiful pastel orange with golden throat. Lovely shaped flowers, and is well liked by florists. Very fine bulbs and plenty of bulblets.

L. 10 for \$1.00; M. 10 for 60c; S. 10 for 30c; Bts. 30c Pkt.

LAKE PLACID (Wilson)

Very large white with golden throat. Grows tall and stately. Produces plenty of bulblets that germinate fine.

L. ea. 75c; M. 50c ea.; Bts. 20 for 35c.

LAVENDER AND GOLD (366)

Very dainty small flowered variety. Extra early, and a beauty for floral work. Grows very straight and produces large bulblets that grow well. Blooms freely from bulblets. A well named glad.

L. 10 for \$1.25; M. 10 for 75c.; Bts. 50 for 35c.

LAVENDER QUEEN (366)

Deep lavender or mauve that flakes in hot weather. A good strong grower.

L. 10 for 85c; M. 10 for 60c; Bts. 25c Pkt.

It takes a heap of livin' in a place to make it home!

—EDGAR GUEST.

LEADING LADY (506)

A very out-standing creamy white Sport of Picardy. Is becoming very popular and will be grown for florists flowers, everywhere. Seems very healthy.

L. 10 for \$2.00; M. 10 for \$1.00; Bts. 30 for 35c.

LEGEND (440) (Fischer)

A fine tall light pink, which produces well from small bulbs. Will be grown for florists for years.

L. 10 for 75c; M. 10 for 50c.

LEMON ICE (Jack)

A fine new light yellow from Mr. Jack, of Canada. Grows tall and straight and is nicely ruffled.

L. ea. \$2.60; M. \$1.80 ea.; S. \$1.00 ea.; Bts. 6 for \$1.00.

LIPSTICK

Very beautiful light Pink with red spot in throat. Can win at shows. Good florist variety.

M. 20c ea., 10 for \$1.60; Bts. 35 for \$1.

MADLINE BROWN (532)

A lovely salmon pink similar to Picardy. Stands heat well.

L. ea. 40c; Bts. 10 for 40c.

MAGNOLIA (460)

Light soft creamy rose pink. Florets large, round and very beautiful. We prefer it to many others of this shade. A fine grower and propagator, and should be a great commercial.

L. 10 for \$1.00; M. 10 for 60c; S. 10 for 30c; Bts. 30c Pkt.

MAID OF ORLEANS

Standard commercial white. A good glad for many years.

L. 10 for 75c; M. 10 for 40c; Bts. 25c Pkt.

MARG. BEATON (401)

Lovely white with lip-stick blotch in throat. Always popular.

L. 10 for 65c; M. 10 for 40c. Pkt.

MARG. FULTON

Strong growing commercial salmon glad. Too easy to grow.

L. 10 for 65c; M. 10 for 40c.

MAYLING (440)

Flesh pink, tinted lavender. Very beautiful pastel shade.

L. 10 for \$1.00; M. 10 for 60c; S. 10 for 30c; Bts. 35c Pkt.



Elizabeth
the
Queen

MERCURY

Flash new scarlet red from Lins garden. It calls to you from a distance.

L. 3 for 50c; Bts. 10 for 50c.

MISS WISCONSIN (460)

A beautiful and out-standing rose pink from Mr. Kruegers garden. Rather slow increasing, but can be Champion in any show.

L. ea. 50c; M. 35c ea.; S. 20c ea.; Bts. 10 for 50c.

MEMOIR

Striking new tinted cream with crimson blotch. Very beautiful, and large florets.

L. ea. \$1.25; M. ea. 75c.

MOHAWK (454)

Deep glistening maroon or black red. Very showy, and free flowering.
L. 10 for \$1.00; M. 10 for 65c; S. 10 for 30c; Bts. 30c Pkt.

MONEETA

Very beautiful creamy white with scarlet feather. A show variety.
L. 40c ea.

MORROCO

Popular dark red, blooms freely.
L. 10 for 65c; M. 10 for 40c.

MOTHER KADEL (312)

A fine commercial light yellow—very clear throat. A good cutter and shipper. Bulbs are perfect.
L. 10 for \$1.00; M. 10 for 75c; S. 10 for 30c; Bts. 30c Pkt.

MT. INDEX (501)

A giant white with yellow throat mark. Powerful grower and great bulb maker.
L. 35c ea.; M. 25c ea.; S. 20c ea.; Bts. 10 for 25c.

MRS. LULU HUNT

Popular commercial salmon. Early and a good grower.
L. 10 for 65c; M. 10 for 35c; Bts. 25c Pkt.

MRS. MARKS MEMORY (570)

Very large flowers of reddish purple with darker blotch. Tall and a powerful grower.
L. 10 for \$1.00; M. 10 for 65c; S. 10 for 30c; Bts. 35c Pkt.

MYRNA (400)

Standard creamy white with fine ruffling.
L. 10 for 75c; M. 10 for 40c.

OKLAHOMA (490)

One of the finer Smokies from the Geo. Wilson garden and it is one of his fine ones. Reminds one of Mother Machree, but is better.
L. ea. 80c; M. ea. 60c; Bts. 3 for 25c

ORANGE GOLD (420)

One of the best new varieties in our 18-acre garden this last season. Blooms early, and a very vigorous plant. A deep orange, and the color beckons to you a block away. It is a top-notch commercial variety.
L. ea. \$1.00; M. ea. 60c; S. ea. 40c; Bts. ea. 10c.

OREGON GOLD (410)

A late, but a large growing commercial light yellow. Strong stem and many florets open. Plenty of bulblets.
L. 10 for \$1.00; M. 10 for 65c; Bts. 30c Pkt.

PALERMO (420)

A large flowered flame orange similar to Barcarole, but clearer color.
L. 10 for 85c; M. 10 for 50c; S. 10 for 30c; Bts. 25c Pkt.

PARADISE

Well known buff color glad, grows tall and blooms freely.
L. 10 for 65c; M. 10 for 50c; Bts. 25c Pkt.

PARNASSUS (470)

Very fine rich purple color, with white line on petals. Very popular in bouquets.
L. 10 for \$1.20; M. 10 for 75c; Bts. 35c Pkt.

Dear Lord, in the battle that goes on thru life,
I ask but a field that is fair;
A chance that is equal with all in the strife,
And courage to strive and to dare.
And if I should win, let it be by the code,
With my faith and my honor held high,
And if I should lose let me stand by the road,
And cheer as the winner goes by.
—Knute Rockne.

PAUL REVERE (462)

A glossy velvety rose red, that is unusual in shade. Tall spikes with short flower-head, but grand color.

L. 10 for \$2.00; M. 10 for \$1.25; S. 10 for 75c; Bts. 30 for 25c.

PHANTOM BEAUTY (540)

Beautiful pastel pink. Light shade. Can open 10-12 florets. A strong grower and tremendous blooms. It will go places when more stock is available.

L. \$7.00 each.

PICARDY (530)

Finest and best known of all glads. A salmon pink that everyone knows. Great propagator.

L. 10 for 75c; M. 10 for 40c; S. 10 for 25c; Bts. Pkt. 25c.

PINK LACE (560)

A light pastel rose pink of exceptional beauty. Very out-standing new glad from Milton Jack garden.

L. \$3.50 ea.; M. \$2.75 ea.; Bts. 12 for \$3.50.

POET'S DREAM (366)

Clear light lavender with creamy throat. A healthy strong grower and future commercial lavender.

L. ea. 60c; M. ea. 40c; S. ea. 25c; Bts. 5 for 25c.

PURPLE SUPREME (470)

A clear tall purple with silvery edge on petals. A great glad and a fine number for florists. Plenty of bulblets.

L. 10 for \$1.20; M. 10 for 80c; S. 10 for 60c; Bts. 35c Pkt.

QUEEN OF BREMEN

A very early florists rosy lavender. Popular for years.

L. 10 for 60c; M. 10 for 40c; Bts. Pkt. 25c.

RED CHARM (452)

Deep sparkling scarlet red, probably the best commercial red on the market at present time. Makes fine bulbs and lots of bulblets. Very fine show variety. Dependable in every way.

L. 10 for \$1.00; M. 10 for 65c; S. 10 for 30c; Bts. 35c Pkt.

RED LIGHTNING

Well known scarlet with flashy white blotch. Blooms rather close to the ground but very beautiful.

L. 10 for 75c; M. 10 for 40c; S. 10 for 25c; Bts. 25c Pkt.



Lavender
Prince

RED RASCAL (552)

A huge fiery red with marvelous ruffling. Can win Championships when well grown. Slow propagator in our soil.

L. \$3.00 ea.; M. \$2.00 ea.

ROCKET

Well known scarlet commercial. Can produce a great flower head in a good season. Very bright.

L. 10 for 65c; M. 10 for 40c.

ROSA VAN LIMA (440)

Standard commercial light rose pink. Usually good.

L. 10 for 75c; M. 10 for 50c; S. 10 for 25c; Bts. 25c Pkt.

*God gives every bird its food,
but he does not throw it in the
nest.*

ROBINSON CRUSOE

A fine chocolate colored smokey novelty. Very striking.

L. \$1.00 ea.; M. 75c ea.

ROSY LIGHT (460)

An out-standing new rose colored glad from the garden of Milton Jack, of Canada. Extremely beautiful, and grew perfectly in our garden. Habits were fine.

L. ea. \$1.25; M. 85c ea.; Bts. 12 for \$1.25.

ROSY RED (362) (Knight)

Fine growing maroon red, with good growing habits.

L. 40c ea.; M. 35c ea.; Bts. 10 for 35c.

RUBYSHEEN

An out-standing rich red that grows easily. Propagates well.

L. ea. \$1.00; Bts. 10 for 35c.

SENSATION

Very large growing rose pink that can be fine. Blooms very late.

L. 10 for 85c; M. 10 for 60c; Bts. 30c Pkt.

SILENTIUM (401)

A nice white with a carmen feather in throat.

L. 10 for 75c; M. 10 for 40c; Bts. 25c Pkt.

SILVER WINGS (500)

One of the largest and finest white sports of Picardy. Very ruffled and beautiful.

L. \$1.00 ea.; M. 75c ea.; S. 50c ea.; Bts. 10c ea.

SNOW FLURRY

New white sport of Picardy that is very white. Fine new one.

L. ea. \$1.00; M. 75c ea.; Bts. 10 for \$1.00.

SNOWBANK (400)

A lovely silvery white from the Palmer gardens. Very beautiful, but needs good weather.

L. 10 for \$1.00; M. 10 for 60c; Bts. 30c Pkt.

SNOW PRINCESS (400)

A strong commercial white that is always fine. Easily grown.

L. 10 for 75c; M. 10 for 50c; S. 10 for 25c; Bts. 25c Pkt.

SPIC & SPAN (432)

This Glad has the reputation of being the perfect glad. Very tall, and a ruffled deep pink that has won in many shows. Powerful grower, and never crooks. Breath-taking bloom, do not pass it up.

M. \$3.00 ea.; S. \$2.50 ea.; Bts. 10 for \$2.80 or 35c ea.

SPOTLIGHT (413)

A very large wide open flower in a deep yellow with a scarlet blotch, that is very striking and out-standing. Free bloomer and good propagator.

L. 50c ea.; M. 35c ea.; S. 20c ea.; Bts. 8 for 25c.

STELLA ANTISDALE

Fine light Pink that is strong grower and beautiful.

L. 5 for 75c; M. 5 for 50c.

STOPLIGHT (452)

A fine medium bright red. Very beautiful and a grand spike. It grows easily and bulb-lets will bloom. One of the leading reds of today.

L. 10 for \$1.00; M. 10 for 75c; S. 10 for 35c; Bts. 30c Pkt.

STRUTTER (440) (Rich)

Light Peach Pink with cream throat— on the smokey side. An excellent glad.

L. 50c ea.; M. 35c ea.; Bts. 5 for 25c.

SUN SPOT (Roberts)

This fine orange glad with golden throat was Champion of the International Show at Binghampton, N. Y., the largest show in the country. Very beautiful, and a splendid grower.

L. \$2.00 ea.; M. \$1.50 ea.; S. \$1.00 ea.; Bts. 10 for \$2.00.

HOW OLD ARE THEY?

Says Robin to Richard, if I ever come
To the age you are now, Brother mine,
Our ages united will amount to a sum,
Of years, making ninety and nine.

Says Richard, that's certain, and if
it be fair

For us to look forward that far
I then shall be double the age that
you were

When I was the age that you are.

SUSQUEHANNA (416)

Clear peach buff with creamy throat. Can grow large, and is very fine in that color.
Ms.. 2 for 25c.

TROCADERO (422)

A rich salmon orange or a pale carrot color. Very unusual in color as well as very sturdy in growth. One of the best new varieties in our garden in 1947. A grand addition to the garden.
L. ea. \$1.50; M. ea. \$1.25; S. ea. 75c; Bts. 10 for \$1.50.

VALERIA (436)

A very fine florist number in light scarlet shade. Very popular all over the country, and much in demand. Will make a fine spike from No. 5 bulbs. Stem always strong and stretches well. Bulblets difficult, unless peeled.
L. 10 for \$1.00; M. 10 for 75c; S. 10 for 30c; Bts. 30c Pkt.

VARIATION (340)

A beautiful shade of cool pink that generally stretches to a tall spike and should be a good florist variety. Very pretty for a small flower.
L. 10 for \$1.00; M. 10 for 75c; Bts. 35c Pkt.

VAN GOLD (312)

A deep golden yellow that commands attention when blooming. Very fine glad. Seems to dislike hot days. A fine variety.
L. 35c ea.; M. 25c ea.; S. 20c ea.; Bts. 10 for 35c.

VEE CREAM

A very beautiful yellow with a dash of red in throat. Rather short stemmed, but can grow large. Can hold 10-12 open.
L. 10 for 75c; M. 10 for 50c; S. 10 for 30c; Bts. 25c Pkt.

VICTORY QUEEN

Very fine salmon orange with many ruffles. A good grower and a great show glad.
L. \$1.00 ea.; M. 70c ea.; S. 40c ea.; Bts. 10 for 50c.

W. R. READER

A very attractive salmon pink with fine habits.
L. 10 for \$2.00; Bts. 30 for 25c.

WHITE GOLD (506)

A huge cream, with wonderful growing habits. One of the largest glads. Can win in most shows.
L. 10 for \$1.00; M. 10 for 75c; S. 10 for 35c; Bts. 35c Pkt.

WINGS OF SONG (442)

An exceptionally fine rose salmon, with some blue in border of petals. An exceptional color for a dim-lighted room. Is popular with florists and everyone. Will make fine spikes from No. 4 bulbs.
L. 10 for 85c; M. 10 for 65c; S., 10 for 30c; Bts. Pkt. 30c.

WOLVERINE STATE

L. 20c ea.; Bts. 25 for \$1.00.

WHY BUY JUMBO BULBS?

Some small garden growers seem to want us to furnish the largest bulb we can grow, when they purchase large, or No. 1 bulbs. By far the largest number of blooms we sell are grown from No. 4 bulbs, or smaller. We grow thousands of fine blooms from No. 5 bulbs, 1/2 to 5/8 inch in size. Of course we try to cultivate and water well. Some varieties will do better from No. 4 or 5 than others. However, most any variety will produce acceptable blooms from No. 4 bulbs with average culture. Most jumbo bulbs will grow 2 or more buds, and they will then produce only average spikes. A good husky No. 3 bulb is ideal, in our soil. Of course a well grown spike from No. 1 or 2 bulb should produce maximum bloom.

The Measure of Success

When sunset falls upon your day and fades from out the west, when business cares are put away and you lie down to rest, the measure of the day's success or failure may be told in terms of human happiness, and not in terms of gold.

Is there beside some hearth tonight more joy because you wrought? Does someone face the bitter fight with courage you have taught? Is something added to the store of human happiness? If so, the day that now is o'er has been a real success.

—Anon.



E. L. Vennard, the President of our Nursery, has been associated with a wholesale Plumbing and Heating Company for 32 years, and has been manager of that concern for 16 years. He is also the President of the local Barbershop Quartet Society Chapter; and sings in a group from that organization. Pictured here are the 'WIGMANAIRES.' It all started as a threesome at one of the local clubs. They sang their songs wherever they met, and then "along came Charley," and after two years of it—they still have fun.

At top:
CHARLES P. COMBS
Bass

Left Center:
WM. HAGEN
Tenor

Right Center:
FROUD LEWIS
Lead

At Bottom:
ERNIE VENNARD
Baritone and Sponsor

Mr. Vennard also sings with the "SHRINE CHANTERS," of this city.

THE "WIGMANAIRES"

Sponsored by Wigman Company, Sioux City, Iowa

Our Twelve Favorite Varieties

(At \$1.00 or less per bulb)

BUCKEYE BRONZE
BLUE BEAUTY
HUNTRESS
LEADING LADY

LADY JANE
MAGNOLIA
MISS WISCONSIN
ORANGE GOLD

RED CHARM
STOPLIGHT
SPOTLIGHT
WINGS OF SONG

(With Burma and Purple Supreme for heavy colors)

We could have included such fine numbers as Daisy Mae, Badger Beauty, Ethel Cave Cole, Autumn Gold, Beauty's Blush, Connecticut Yankee, Elizabeth the Queen, Valeria, White Gold, Lavender and Gold, Van Gold, Margaret Beaton, Francis M. Irwin, Mother Kadel, and a dozen others, so why try to select a "Top 12," except to sort of guide our customers the direction we believe best. We probably grow about 150 varieties, which is 100 too many when you have three million to keep straight in the storage house, and at planting time. We love them all, however, and how hard it was to give up Aladdin and Peggy Lou! They were a great pair of girls a few years ago. How they thrilled us then! We expect to buy forty or fifty new things for our trial garden this season—so come on in and see what they look like. We will also have four or five thousand new seedlings to fool with, from about 60 crosses.

A lot of thrills lurking in those small bulbs.

E. L. VENNARD.

Cutler & Vennard Nursery

Sioux City 3, Iowa

Date_____

Name—Mr., Mrs., or Miss_____

Street or R. F. D. No. _____

Post Office _____ State _____

Express Office _____ Ship When? _____
(If different from Post Office)

Check \$_____

M. O. \$_____

[illegible]

TOTAL \$_____

We usually give extras with each order, varying with the size of the order; we want to send you what you prefer so check which you desire. -----Extra count varieties ordered. -----Varieties of our choice. May we substitute variety or size if necessary----- Varieties you would like to try: mention several from which we may select -----



JACK VON SCHOEN—A. K. C. No. S-72131
(At Stud)

The handsome dog pictured here is owned by Bill Vennard, the General Manager of Vennard's Nursery. He was shown at Minneapolis, November 15-16, 1947, and went BEST OF WINNERS in the German Short Hair Pointer Class, all-breed dog show. Thus winning five points toward his Championship, which requires fifteen points. Will be shown at other shows this winter. Bill's hobby is fine dogs.

THE HOBBY NURSERY

Our Nursery first was started 15 years ago by the purchase of two pounds of Juniper seed, which we tried to grow. After three seasons we were successful with evergreen seed. We then purchased a hundred Gladiolus bulbs—and look at the farm now! We try in our humble way to give this catalogue a family touch—a human interest story, and your purchases will determine if we succeed in that.

B. H. & G. COLLECTION

Some of our customers may notice that we are advertising in Better Homes & Gardens Magazine, and we want everyone to have advantage of that offer, if they care to do so, so we place the same "ad" here in our catalogue.

10 Beacon	10 Ethel Cave Cole	10 Marg. Beaton
10 Blaze	5 Golden Teton	10 Picardy
5 Bit O'Heaven	10 Lady Jane	15 Snow Princess
10 Buckeye Bronze	10 King Lear	10 White Gold
5 Eliz. the Queen	5 Mother Kadel	

3 Red Charm, 2 Purple Supreme FREE

ENTIRE COLLECTION OF BULBS
for _____

\$7.00

All above to be large flowering size bulbs, one inch and larger, assorted to provide some continuation of bloom. Largest Bulbs bloom first as a general thing.